

Analysis on the Communication Path of Image Symbols of Tourist Destinations in the New Media Era

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Abstract: The rapid development of Internet technology has brought a huge impact on the traditional media, a variety of new media emerges, challenging the dominant position of traditional media. Different from the centralized communication of traditional media, new media have undergone significant changes in terms of communication subjects, media and content. However, tourism is closely related to the media industry. Under the new media era, the communication path has been greatly different from what it used to be. Therefore, the author adopted the relevant principles of semiotics and communication to explore and analyze the communication path of tourist destination's image symbols in the new media era.

1. Introduction

According to semiotic theory, tourism activities can be regarded as a symbolization process [1]. In the process of tourism, tourists interact with things they come into contact with, thus forming a tourism symbol system with different meanings [1]. Image symbol of tourism destination is generated from this. The cultural connotation, life meaning and mental outlook conveyed behind it meet people's spiritual and emotional needs and make people resonate in their hearts, which is beyond words [2]. The symbolization of tourism activities is also the process of cultural creation in essence, while the dissemination of tourist destination's image symbol is the process that people using tourist symbols to create new culture, thus tourism semiotics emerges at this historic moment.

Through literature review, the author finds that the study of tourism semiotics only focuses on the choice of media carrier, but neglects the study of media communication path. This may be because in previous years, media communication channels were relatively single and rigid. However, the rapid development of Internet technology has brought a huge impact on traditional media. Various new media emerge in endlessly, challenging the dominant position of traditional media. Significant changes have taken place in new media in terms of communication subjects, media and content. However, tourism is closely related to the media industry. Under the new media era, the communication path has been greatly different. Therefore, the author adopted the relevant principles of semiotics and communication to explore and analyze the communication path of tourist destination image symbols in the new media era.

2. The deconstruction of the communication path of image symbols of tourist destinations in the new media era

2.1 The communication space of tourism image symbol -- tourism symbol space

Any activity exists in a certain space, tourism activities are no exception. On the one hand, tourism space is the spatial basis for the realization of tourism activities; on the other hand, tourism activities expand and influence the tourism space. Therefore, the symbolization process of tourism is also carried out in the tourism space, which will also have a different impact on the tourism space. A prominent feature of tourism space is its heterogeneity. Different tourist destinations are unique tourist spaces. Tourism activities in the process of symbolization, will produce a unique tourist destination image symbols. Symbols in the daily space are regular, monotonous and repetitive. Tourism activities that leave the daily space will bring completely different feelings to tourists in the

process of symbolization.

2.2 The deconstruction of the communication path of tourism image symbols

Laswell is the founder of modern communication. In his book *The Structure and Function of Communication in Society*, he elaborated five key points of information communication, namely the 5W mode -- Who, What, Which Channel, Whom and What effect.

2.2.1 Who. From official dominance to official guidance coexist with civilian power.

The disseminator of the image symbol of China's tourism destination is usually played by the local government, which is determined by the needs of national conditions and institutional advantages. Local residents and tourist attractions are in a subsidiary position, mainly to assist the government to do a good job in publicity of tourism image symbol. This government-led tourism image symbol publicity mode is conducive to the integration of all resources, to show a good and consistent tourism image symbol to the outside world, and plays an important role in urban tourism publicity. Examples include "Hospitable Shandong" in Shandong province, "Hometown Henan" in Henan province, and "Refreshing Fujian" in Fujian province. However, after the advent of the new media era, the dominant position of the local government as the communicator of tourism image symbols has been comprehensively impacted. Local residents, scenic spots and tourists play an increasingly important role in the dissemination of tourism destination image symbols through the We-media platform. Its propaganda effect is strong, the influence scope is wide, far surpasses before. The communicator of tourist destination image symbol is experiencing a pattern from official dominance to official guidance coexist with civilian power.

2.2.2 What. From the traditional steady style to the modern relaxed entertainment characteristic

In the past, tourist destination symbols were usually issued by the local government, which was characterized by exquisite wording, rigorous format, steady style and strong official characteristics. It was also a reflection of the local government leading the dissemination of tourist symbols. This communication mode is beneficial to reduce the deviation of tourism image symbols in the communication process. However, it also leads to monotonous and boring tourism image symbols, which are not suitable for the diversity pursued by people in the new media era. "We media" makes people's aesthetics of tourism image symbols fashionable, entertaining and fast. For example, Japan's Kumamoto prefecture has achieved great success by creating "Kumamoto bear", a completely different and serious urban tourism symbol from the past, and by acting cute, gluttony and other characteristics to attract people's attention and promote tourism image.

2.2.3 Which Channel. From traditional TV and newspaper to virtual network space

In the past process of communication, TV media, radio media and paper media occupy the main position. These media are also under the guidance and supervision of the government to disseminate information, and of course, it has also become the main way to spread the image symbols of tourist destinations. However, the rapid development of Internet technology has profoundly changed people's cognition of traditional media, making Internet communication become the most important mode of information transmission. With the characteristics of fast, open, timely and sharing, and the integration of the advantages of traditional mass media such as TV, radio, newspapers and magazines, the Internet makes the information dissemination both in terms of content and speed present an amazing effect. The local government no longer only relies on the traditional media to disseminate tourism image symbols. Instead, they use Internet platforms such as Weibo and WeChat to create and publicize tourism image symbols.

2.2.4 Whom. From undifferentiated mass communication to accurate promotion of tourists' demands

In the past, the local government only started from its own situation and never considered the understanding level of the audience when carrying out the publicity of tourism image symbols, and

implemented the unified and undifferentiated publicity of tourism image symbols for all tourists. Although it can save costs, it will become a significant disadvantage of traditional mass media in the dissemination of tourism image symbols considering the differences in cultural background, gender, age, region and other aspects of tourists, they will have different understandings of urban tourism symbols, then, it may not achieve the expected communication effect of the local government. However, new media has the advantage of accurate publicity, which can explore potential target tourists, monitor the needs of tourists in real time, and carry out targeted communication of tourism image symbols, so as to achieve the desired effect.

2.2.5 What effect. From procrastination to efficiency

New media bring unparalleled convenience to the dissemination of tourism image symbols. Tourists can timely grasp all kinds of tourism information released locally, facilitate their travel, and deepen their favorable impression of local tourism image symbols. At the same time, through the interaction with tourists, the local relevant departments excavate the tourists' interest points to the local place, timely create and update their own tourism image symbol. They can also find out their own shortcomings, and make a rapid response to enhance the original tourism image symbol dissemination effect. But at the same time, the new media will be harmful to the spread of tourism image symbols, such as "Qingdao shrimp with highly expensive price" in recent years, "Lijiang hit incident" and other events, which are first exposure through new media, and the local authorities have failed to follow up and release the correct information in time, making the communication effect of local tourism image symbol of the greatly reduced. It can be seen that in the new media era, the communication of local tourism image symbols not only brings great convenience, but also tests the response ability of local governments.

3. Reconstruction of the communication path of image symbols of tourist destinations in the new media era

The communication path of image symbols of tourist destinations is carried out in the tourist symbol space and completed by many participants, which is mainly divided into three stages, namely symbol coding, symbol transmission and symbol decoding. The three stages, from symbol coding to symbol decoding, are not a simple linear one-way propagation, but a process of multiple interactions and feedback effects. Information, technology, flow of people, capital, marketing and so on played an important role in the process of communication.

3.1 Symbol coding--full participation

In the past, the coders of tourism destination's image symbols generally belonged to the local government, which was not only the requirements of China's national conditions but also the manifestation of China's institutional advantages. At the same time, it was also conducive to the good dissemination of tourism image symbols at that time, which was easy to control. With the advent of the new media era, the construction mode of tourism image symbols dominated by the government has been broken, making the folk groups and even individuals become the main participants in the construction of urban tourism symbols. Local media, local residents and tourism practitioners are all making contributions to the construction of local tourism image symbols. Tourists explore their own local image symbols in their interaction with them, and share it with friends and relatives through Weibo, WeChat and other platforms, thus indirectly participating in the construction process of local tourism image symbols.

3.2 Symbol transmission--Whole process penetration

The communication of tourist destination's image symbols is a dynamic process. In order to achieve the ideal communication effect, both traditional media and new media need to play a role before, during and after tourism activities. Before tourism activities, in order to create a good urban tourism atmosphere to attract tourists, the government can publicize the local beautiful scenery and show the local customs and practices. The media can release the local route traffic guidance,

real-time weather forecast and other tourism information. In tourism activities, tourists have a deep sense of experience and participation, tourism practitioners need to have a high quality of service, and local residents need to show traditional hospitality etiquette; After the tourism activities, in order to leave a good memory for tourists, it should cooperate with new media platforms to facilitate tourists to write tourism strategies and share their own tourism experience, so that tourists can participate in the construction process of local tourism image symbols.

3.3 Symbol decoding--all-round experience

Symbols in daily life tend to be monotonous, repetitive and dull. But the symbol in the tourist symbol space is completely different. For tourists, all kinds of symbols are novel and unique, which attract tourists to interpret. Because tourists have different cultural backgrounds and stay in the local area for a limited time, they cannot fully understand the cultural connotation represented by these tourism symbols, and most of them are superficial. The emergence of new media provides tourists with opportunities to interact with local tourism image symbols. Tourists collect city images, sounds, words and other tourism symbols through new media channels, and construct their own ideal tourism image symbols in their mind. Then with the ideal tourism image symbol, they experience in the local food, accommodation, transportation and sightseeing. At the same time, with the real-time interactivity of new media, we can go deep into every corner of the city and fully experience the meaning conveyed behind the symbols of the

4. Conclusion

New media has brought great changes to the dissemination of tourist destination image symbols. This paper deconstructs the communication path of tourist destination image symbols by using the principles related to communication, and reconstructs them by using the principles related to semiotics. On this basis, it summarizes the suggestions for improving the communication effect of tourist destination image symbols in the new media era. However, in the new media era, the communication of tourist destination image symbols also faces many challenges, which are not elaborated in this paper. In a word, new media is a new thing. Under its background, the dissemination of tourist destination image symbols will attract the attention of many scholars and set off a new research upsurge.

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